

LISTING OF CLAIMS

This listing of Claims replaces all prior versions and listings of Claims in the Application.

Please amend Claims 1 to 4, 6, 8, 9, 11, 14 to 16, 18, 19 and 21 to 23.

Please cancel Claim 7.

Claim 1 (Currently Amended). A method system on the Internet for ordering and designing a promotional product in the form of a non-medical simulated prescription bottle or container containing a promotional message, comprising the steps of:

- a) preparing a non-medical simulated prescription label containing thereon a customized promotional message for promoting a non-medical product;
- b) attaching said non-medical simulated prescription label onto a non-medical simulated prescription bottle or container for promoting said non-medical product;
- c) selecting a filler to be inserted into said non-medical simulated prescription bottle or container; and
- d) ordering said non-medical simulated prescription bottle or container, said promotional message, and said filler to be delivered to the user.

Claim 2 (Currently Amended). A method of an Internet system in accordance with Claim 1, wherein said step of preparing said customized promotional message on the Internet for promoting said non-medical product, said non-medical product is selected from the group consisting of a teddy bear, jewelry, an accessory, a watch, a souvenir, a mailer, a coupon, a gift certificate, a redemption ticket, a product trial coupon, a sweepstakes ticket, a discount coupon, and the like.

Claim 3 (Currently Amended). A method of an Internet system in accordance with Claim 1, wherein said step of selecting said filler to be inserted into said non-medical prescription bottle, said filler is selected from the group consisting of candy, cookies, chocolates, mints, other sweets, a promotional give-away, a toy, a trinket, a jewelry item and the like.

Claim 4 (Currently Amended). A system on the Internet for ordering and designing an emotional product in the form of a non-medical simulated prescription bottle or container containing an emotional message, comprising the steps of:

a) preparing a non-medical simulated prescription label containing thereon a customized emotional message for expressing an emotion;

b) attaching said non-medical simulated prescription label onto a non-medical simulated prescription bottle or container for expressing said emotion;

c) selecting a filler to be inserted into said simulated prescription bottle or container;
and

d) ordering said non-medical simulated simulated prescription bottle or container, said emotional message, and said filler to be delivered to the user.

Claim 5 (Previously Amended). A method of an Internet system in accordance with Claim 4, wherein said step of preparing said customized emotional message for expressing said emotion, said message is selected from the group of messages consisting of happiness, love, joy, silliness, sarcasm and combinations thereof.

Claim 6 (Currently Amended). A method of an Internet system in accordance with Claim 4, wherein said step of selecting said filler to be inserted into said non-medical simulated prescription bottle, said filler is selected from the group consisting of candy, cookies, chocolates, mints, other sweets, a promotional give-away, a toy, a trinket, a jewelry item and the like.

Claim 7 (Cancelled).

Claim 8 (Currently Amended). A promotional product in the form of a non-medical simulated prescription bottle or container containing a promotional message, comprising:

- a) a non-medical simulated prescription label containing thereon a customized promotional message for promoting a non-medical product;
- b) means for attaching said non-medical simulated prescription label onto a non-medical simulated prescription bottle or container;

c) a filler contained within said non-medical simulated prescription bottle or container; and

d) means for ordering said non-medical simulated prescription bottle or container, said promotional message, and said filler.

Claim 9 (Currently Amended). A promotional product in accordance with Claim 8, wherein said non-medical product is selected from the group consisting of a teddy bear, jewelry, an accessory, a watch, a souvenir, a mailer, a coupon, a gift certificate, a redemption ticket, a product trial coupon, a sweepstakes ticket, a discount coupon, and the like.

Claim 10 (Previously Amended). A promotional product in accordance with Claim 8, wherein said filler is selected from the group consisting of candy, cookies, chocolates, mints, other sweets, a promotional give-away, a toy, a trinket, a jewelry item and the like.

Claim 11 (Currently Amended). An emotional product in the form of a non-medical simulated prescription bottle or container containing an emotional message, comprising:

a) a non-medical simulated prescription label containing thereon a customized emotional message for expressing an emotion;

b) means for attaching said non-medical simulated prescription label onto a non-medical simulated prescription bottle or container;

c) a filler contained within said non-medical simulated prescription bottle or container; and

d) means for ordering said non-medical simulated prescription bottle or container, said emotional message, and said filler.

Claim 12 (Previously Amended). An emotional product in accordance with Claim 11, wherein said message is selected from the group of messages consisting of happiness, love, joy, sarcasm and combinations thereof.

Claim 13 (Previously Amended). An emotional product in accordance with Claim 11, wherein said filler is selected from the group consisting of candy, cookies, chocolates, mints, other sweets, a promotional give-away, a toy, a trinket, a jewelry item and the like.

Claim 14 (Currently Amended). A promotional product in the form of a non-medical simulated prescription package containing a promotional message, comprising:

a) a non-medical simulated prescription label containing thereon a customized promotional message for promoting a non-medical product;

b) means for attaching said non-medical simulated prescription label onto a non-medical simulated prescription package;

c) a non-medical product contained within said non-medical simulated prescription package; and

d) means for ordering said non-medical simulated prescription package, said promotional message, and said non-medical product.

Claim 15 (Currently Amended). An emotional product in the form of a non-medical simulated prescription package containing an emotional message, comprising:

a) a non-medical simulated prescription label containing thereon a customized emotional message for expressing an emotion;

b) means for attaching said non-medical simulated prescription label onto a non-medical simulated prescription package;

c) a non-medical product contained within said non-medical simulated prescription package; and

d) means for ordering said non-medical simulated prescription package, said emotional message, and said product.

Claim 16 (Currently Amended). A system on the Internet for ordering and designing a non-medical simulated promotional product in the form of a non-medical prescription bottle or container containing a promotional message, comprising the steps of:

a) preparing a non-medical simulated prescription label containing thereon a customized promotional message for promoting an event;

b) attaching said non-medical simulated prescription label onto a non-medical simulated prescription bottle or container or promoting said event;

c) selecting a filler to be inserted into said non-medical simulated prescription bottle or container; and

d) ordering said non-medical simulated prescription bottle or container, said promotional message, and said filler to be delivered to the user.

Claim 17 (Previously Added). A method of an Internet system in accordance with Claim 16, wherein said step of preparing said customized promotional message on the Internet for promoting said event is selected from the group consisting of a concert; a sporting venue such as baseball, football, basketball and the like; a musical; a play; a dance; a charity; a horse show; a clothing show; a jewelry show; a food show; and a car show.

Claim 18 (Currently Amended). A method of an Internet system in accordance with Claim 16, wherein said filler to be inserted into said non-medical simulated prescription bottle, said filler is selected from the group consisting of a discount coupon, an event ticket, an invitation, a give-away ticket, a sweepstake ticket, a magazine/newspaper subscription, a charity pledge, and a redemption ticket.

Claim 19 (Currently Amended). A system on the Internet for ordering and designing a non-medical simulated promotional product in the form of a non-medical prescription bottle or container containing a promotional message, comprising the steps of:

- a) preparing a non-medical simulated prescription label containing thereon a customized promotional message for promoting a service;
- b) attaching said non-medical simulated prescription label onto a non-medical simulated prescription bottle or container or promoting said service;
- c) selecting a filler to be inserted into said non-medical simulated prescription bottle or container; and
- d) ordering said non-medical simulated prescription bottle or container, said promotional message, and said filler to be delivered to the user.

Claim 20 (Previously Added). A method of an Internet system in accordance with Claim 19, wherein said step of preparing said customized promotional message on the Internet for promoting said service, said service is selected from the group consisting of dental, medical, personal therapy, personal development, charitable donation, health insurance, life insurance, auto insurance, flood insurance, home insurance, home repair, appliance repair, restoration and the like.

Claim 21 (Currently Amended). A method of an Internet system in accordance with Claim 19, wherein said step of selecting said filler to be inserted into said non-medical prescription bottle, said filler is selected from the group consisting of a discount coupon, a redemption ticket, a pledge card, a mailer form, a service information packet, a give-away ticket, an invitation, a free trial coupon, a free demonstration coupon, and the like.

Claim 22 (Currently Amended). A promotional product in the form of a non-medical simulated prescription package containing a promotional message, comprising:

- a) a non-medical simulated prescription label containing thereon a customized promotional message for promoting an event;
- b) means for attaching said non-medical simulated prescription label onto a non-medical simulated prescription package;

c) a filler contained within said non-medical simulated prescription package; and
d) means for ordering said simulated prescription package, said promotional message,
and said filler for promoting said event.

Claim 23 (Currently Amended). A promotional product in the form of a non-medical simulated prescription package containing a promotional message, comprising:

a) a non-medical simulated prescription label containing thereon a customized promotional message for promoting a service;

b) means for attaching said non-medical simulated prescription label onto a non-medical simulated prescription package;

c) a filler contained within said non-medical simulated prescription package; and

d) means for ordering said non-medical simulated prescription package, said promotional message, and said filler for promoting said service.